

Assistant Director Social Media and Branding

University Career Services

University of North Carolina at Chapel Hill

Student Affairs

University Career Services at the University of North Carolina at Chapel Hill invites applications for the position of Assistant Director Social Media and Branding:

Position Description

The Assistant Director, Social Media and Branding position serves four primary roles: 1) advising, counseling and programming services for students interested in or exploring careers or graduate education; 2) managing all aspects of the UCS social media presence; 3) managing UCS branding and marketing/communications strategy by developing creative direction to audio, video, print, and social media to enhance student learning; and 4) coordinating the Career Peers paraprofessional program.

The Assistant Director, Social Media and Branding is charged with collaborating with students and colleagues to raise the visibility of the department via communications, marketing, and public relations goals, plans and measurement, which ensure that Career Services' message is universally understood, remembered, and valued by all constituents, primarily students. This involves knowledge of student and employer needs and preferences and professional knowledge of the field of career development. The position is also charged with evaluation and support of the technological resources to deliver services to students, while innovating with emerging technologies and new applications of existing technologies. The position must have an understanding of student and career development and services typically offered by career centers in order to contribute and innovate in that space.

Advising, Counseling and Programming

- Provide direct career counseling services to students individually and in groups from all majors regarding career interests and planning
- Maintain appointment and walk-in appointment hours
- Demonstrate consistent quality as evidenced by student evaluations, comments on follow-up surveys, and direct observation

Social Media and Website Administration

- Direct and lead UCS social media and other emerging technologies, including Facebook, LinkedIn, Twitter, YouTube, a UCS blog, and any new platforms that advance the ability of UCS to make appropriate connections to targeted stakeholders (students, alumni, employers, etc.) for a combination of marketing, public relations and relationship management
- Direct and implement the dynamic portions of the UCS website – blog, video workshops and feature stories, specifically

Marketing, Communication and Branding

- Take a big-picture strategic view of, set goals for and manage the various communications channels used by UCS, including student Career Peer marketing, email, print, video, web and social media to achieve marketing and public relations outcomes
- Develop and maintain a UCS brand that is recognizable and distinctive

Career Peers

- Lead and train students in the Career Peers program charged with communicating office programs, services and knowledge to the entire UNC student body
- Solicit feedback and advice from student Career Peers to use in developing and refining UCS services

Educational Requirements

Minimum qualifications include a Master's Degree in student personnel/higher education, counseling, or related field with experience in human resources or career counseling.

Experience

Experience with social media, marketing and technology utilization for students services or career center purposes; adaptive thinking and idea generation skills; effective oral and written communication skills; ability to establish rapport and relate well to students, faculty, employers, and staff; ability to effectively create and deliver presentations and workshops to large audiences; computer proficiency (specifically Microsoft Word, Excel, and PowerPoint) and social media expertise.

Specific Skills and Competencies

- Unwavering commitment to the highest ethical standards and professional integrity
- Exceptional communication, negotiation, and interpersonal skills in a collaborative, multi-disciplinary environment
- Understanding of and commitment to diversity issues in the delivery of programs and services
- Ability to utilize technology in the delivery of student programs

Salary

Salary is salary commensurate with education and experience

Application

Application materials must be submitted online and include cover letter, resume, and references. The application and additional information including closing date is available at <http://unc.peopleadmin.com/postings/75605>. Anticipated starting date is August 3, 2015.

Additional Information

For additional information about this position, please contact Ray Angle, rayangle@email.unc.edu. Additional information about University Career Services can be obtained at our website at <http://careers.unc.edu>.

The University of North Carolina at Chapel Hill is an equal opportunity employer that welcomes all to apply, including protected veterans and individuals with disabilities.